

CONTRACT



KSDK
1000 Market Street
St. Louis, MO 63101
(314)421-5055

www.ksdk.com

And:

Media Strategies
11350 Randon Hills Road, Suite 670
Fairfax, VA 22030

<u>Contract / Revision</u> 723744 /		<u>Alt Order #</u>
<u>Product</u> McCaskill for Senate 2012		
<u>Contract Dates</u> 10/22/12 - 10/28/12	<u>Estimate #</u> 12724	
<u>Advertiser</u> McCaskill, C/ D/ Senate		<u>Original Date / Revision</u> 10/19/12 / 10/19/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KSDK	<u>Account Executive</u> Local House	<u>Sales Office</u> St. Louis Local C
<u>Special Handling</u> Notarize Only		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	KSDK	10/22/12	10/22/12	5-6a	5-6A		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----				1	\$450.00	0.00			
N 2	KSDK	10/22/12	10/22/12	6-7a	6-7A		:30				NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----				1	\$900.00	0.00			
N 3	KSDK	10/22/12	10/22/12	NBC Today 7-9A	7-9A		:30				NM	1	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----				1	\$825.00	0.00			
N 4	KSDK	10/27/12	10/27/12	Sat 9-10a	9-10A		:30				NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-				1	\$750.00	0.00			
N 5	KSDK	10/23/12	10/23/12	NBC Today Show II 9-10A	9-10A		:30				NM	1	\$560.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----				1	\$560.00	0.00			
N 6	KSDK	10/22/12	10/22/12	Noon News	12-1230p		:30				NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----				1	\$525.00	0.00			
N 7	KSDK	10/25/12	10/25/12	Days of Our Lives	1-2P		:30				NM	1	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---				1	\$675.00	0.00			
N 8	KSDK	10/22/12	10/22/12	Ellen	3-4p		:30				NM	1	\$560.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----				1	\$560.00	0.00			
N 9	KSDK	10/24/12	10/26/12	NBC Nightly News M-F	530-6p		:30				NM	3	\$8,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	--WTF--				3	\$2,800.00	0.00			
N 10	KSDK	10/24/12	10/24/12	Chicago Fire	9-10P		:30				NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----				1	\$2,400.00	0.00			
N 11	KSDK	10/25/12	10/25/12	30 Rock/ Up All Night	7-8P		:30				NM	1	\$1,500.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Gannett Co., Inc. and its stations do not discriminate in advertising contracts on the basis of race, gender or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race, gender or ethnicity, even if handwritten, typed or otherwise made a part of the particular contract, is hereby rejected. Advertiser agrees to indemnify Station from all claims (including attorney's fees) for which Station may become liable due to the advertisement(s). This contract renders void any statement concerning liability which appears on correspondence from agency or advertiser. It is further agreed that the station does not accept advertising orders or space reservations claiming sequential liability.

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service, shall not constitute payment to this station.

TERMS: Due 15th day of the Month following Broadcast.



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<u>Contract / Revision</u> 723744 /		<u>Alt Order #</u>
<u>Contract Dates</u> 10/22/12 - 10/28/12	<u>Product</u> McCaskill for Senate 201	<u>Estimate #</u> 112724
<u>Advertiser</u> McCaskill, C/ D/ Senate		<u>Original Date / Revision</u> 10/19/12 / 10/19/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---				1	\$1,500.00	0.00			
N 12	KSDK	10/28/12	10/28/12	NFL Regular Season Football	7-10p		:30				NM	1	\$6,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S				1	\$6,750.00	0.00			
N 13	KSDK	10/22/12	10/22/12	LN (M-F)	10-1035p		:30				NM	1	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----				1	\$2,250.00	0.00			
N 14	KSDK	10/27/12	10/27/12	LN (Sa)	10-1035p		:30				NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-				1	\$1,800.00	0.00			
N 15	KSDK	10/23/12	10/23/12	Late Night w/Jimmy Fallon	1135p-1235x		:30				NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----				1	\$225.00	0.00			
Totals										0.00		17	\$28,570.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	17	\$28,570.00	\$24,284.50
Totals	17	\$28,570.00	\$24,284.50

Signature: _____ **Date:** _____

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